

TAHOE OFFERS YOU FLEXABILITY- CUSTOM FABRICS

What are the important factors? Again, we cannot copy a fabric manufactured by another company without infringing on their legal copyright protection. We can design and manufacture a similar product, with the same general characteristics (e.g. a small scale diamond in a burgundy color with a gold dot), but we cannot make the exact same fabric without incurring legal liability.*Note - this is true in probably 98% of these cases, the exceptions being those instances where a fabric is so basic and universal that it cannot be copyrighted because its design/color is considered "inevitable". A good example of this would be something like Tahoe's Olympia, Absecon's Sherpa/Shire and Johnston's Interweave. This fabric utilizes the most basic weave structure (plain weave), so it is inevitable that all three companies would have produced the same fabric under those conditions of operation, even if they never saw their competitor's fabric. Any fabric that goes beyond using a

simple, basic weave structure, and a solid color, however becomes copyright protected because those ideas and designs are not considered "inevitable".

What is the lead time for a custom fabric job? This depends on the size/type of design, the complexity of the construction/weave structure and sometimes availability of raw materials. Another factor may be seasonal - e.g. it will be harder to design a custom fabric quickly while attempting to finalize a line right before a major trade show. So the lead time could vary significantly due to any number of variables. Generally speaking, though, we can usually turn around a design request and ship an initial sample within 2 weeks.

What is the time frame for a custom color? If we have the correct warp color running production, possibly as little as 1-2 business days for a custom color of an existing pattern

What is the time frame for a slight color change such as

changing the color of a ditzy in a pattern? Again, if we have the correct warp running production, 1-2 business days is fairly reasonable.

In general, Tahoe makes every effort to accommodate custom requests as quickly and efficiently as possible, utilizing our production facility whenever possible to produce custom requests. In addition, much of the time, we also have our basic warp constructions and colors set-up on a sample loom that can be used immediately to run a custom sample without having to wait to break into production to do so. For projects that only require minor changes, it is also possible for us to manually create a sample to show a simple color change - e.g. if a customer wants to change a ditzy color, it is often most expedient to simply take a piece of the existing fabric, cut out the ditzy and sew in the new color to show the customer how the new color will look. We have also even gone to the extreme of hand weaving a small swatch of

a simple fabric like Olympia in order to get the customer a sample immediately when loom time is not available in the plant.

There's more than one way to skin a cat, and once we receive a custom request, decide that it is something that we can produce, we will do whatever it takes to get the client a sample as soon as possible. It helps us to know their timetable so that we can better schedule our workload based on their needs as well as our available options. Once we agree to accept a project we will do everything we can to produce the sample within our customer's timetable to offer them the best product to satisfy their needs at the most reasonable price.

*Interview conducted by Deb Boyd,
MACWorld Trade Group's Product
Manager.*



"Your Reliable Resource For The Contract Furniture Industry"



MACWorld Trade Group, Inc.

Peter McDevitt, Managing Director
Kristine Alderfer, Marketing Director
Phone: 574-267-3706
Mobile: 317-402-0764
Fax: 574-267-3055
Email: k.alderfer@comcast.net or
fabricsource@comcast.net



Peter McDevitt—Managing Director



Kristine Alderfer—Marketing Director



Issue 002

MACWORLD TRADE GROUP, INC.

"Your Reliable Resource For The Contract Furniture Industry"

January 2009

TAHOE OFFERS YOU FLEXABILITY

You dream it, we'll achieve it. Tahoe can make your vision a reality.

THIS ISSUE

CUSTOM FABRIC

Tahoe makes it easy.

TAHOE CUSTOMER SERVICE

Meet the best...

RAP WITH YOUR REP

Q&A section

IN HOUSE FINISHING

Why does that benefit you?

WHY IS THIS A GOOD MOVE?

More details.

THE ALDERFER TWINS

They are getting so big.



Erin Geagon

When you were young did you ever say "When I grow up I want to be..." but it would change everyday? One day you wanted to be an artist, the next a scientist or mathematician and the next even a magician. Well what you didn't know then and I am just learning now all you really needed to aspire to be is Erin Geagon from Tahoe. Erin is Tahoe's Director of Design, Contract/ Commercial Division, and she is in fact on any given day an artist, a scientist or mathematician and yes often a magician! She took time out of her very busy schedule to answer some questions regarding designing custom fabric. We hope you find the information helpful.

Is there a minimum yardage requirement for a custom fabric job? Yes, we have a 300 yard minimum on any custom fabric we agree to manufacture.

Can you design a pattern from an image? Yes.

Does the image need to be a digital or can you use a photo? It can be any sort of image, digital or on paper/fabric. It can be a photograph, a painting, a collage etc. We can accept artwork digitally in *.tif, *.jpeg, *.bmp, formats as well as the Nedgraphics CAD proprietary format. We can also scan in images from paper or fabric sources.

How large of an image can you weave with no repeat? Our standard repeat sizes are 6.75" and 13.5" widths. We do have capacity to run 27" repeats as well, just not as much capacity at that scale as we have for our standard repeat sizes.

How soon would a customer know if their design idea is possible for Tahoe to weave? Usually it

is possible to gauge whether or not we can manufacture a design idea within 1 working day.

When will the customer know the cost of the fabric? Once the design is analyzed, the contraction can be determined by having the customer view our existing product to choose which construction they would like their pattern to be similar to. We can change standard constructions slightly to accommodate special requests (such as adding novelty yarns), or even create new constructions if the customer is looking for something different from our standard constructions. Once they have decided what they would like, we can run a sample and send it for their approval. As soon as they approve the initial strike-off, we can run a cost sheet specific to their fabric within a few hours. *Note, if a customer chooses to utilize one of our standard construction styles, then the cost for the custom project will be the same as the current cost on that standard construction. (e.g. If a customer likes the "In Motion" pattern, but wants a different motif in the same construction, their design would be priced the same as the current price of "In Motion")

When can a customer expect samples of the new fabric delivered to them? Samples are delivered immediately upon completion as per the customer's requested needs. If the sample is for color only, it could be delivered in as little as 1-2 business days. If it requires finishing and the full battery of test results, that could take up to 15 business days to obtain all requested items. In cases where we make a new design that is for design, color, hand, texture and needs to pass a battery of tests, we very often send the fabric loom state for design and color approval while we send it to finishing and testing, then will resubmit the finished sample to the customer with all speci-

cations once the fabric has been processed.

What information do you need to know in the beginning of a custom job to make the job run most efficiently? We need to know what type of design, what construction, the price point they are looking for, the application (e.g. stadium seating, hospitality or residential?), specific fibers they would like to use, flammability, abrasion, stain resistance specs they need to meet or exceed, color matching. Any information a customer can give us up front will help us to produce the sample and the product faster and better.

Will the customers design be exclusive to them? If a customer requests exclusivity on a custom design, we will confine the pattern to that customer. However the minimum yardage for a confined custom design increases to 1000 yards.

A customer has a sample of fabric they want replicated but the company they bought from in the past is no longer in business, can you match it? We cannot copy a fabric manufactured by another company. Regardless of whether the company is still in business or not, some entity holds the copyright to fabrics produced elsewhere and we cannot know what the state of that copyright is. (e.g. a company could go out of business, but also be engaged in negotiating the sale of their assets, including the rights to the product they manufactured. The rights to the designs are still owned by someone and we cannot infringe on those rights without opening ourselves to legal action.) We can make a fabric similar in color and style to a fabric no longer being produced, but not a direct copy of it.

A customer has a competitors fabric but the competitor can't meet the deadline/ price of the customer, can you match it? If not, how close can you come?

Continued on page 4



MACWorld Trade Group, Inc.

Peter McDevitt, Managing Director
Kristine Alderfer, Marketing Director

Kristine Alderfer
2697 Liberty Dr.
Winona Lake, IN 46590

Office: 574-267-3706
Mobile: 317-402-0764
Fax: 574-267-3055
Email: fabricsource@comcast.net & k.alderfer@comcast.net
Email: kristine@macworldtrade.com

Peter McDevitt
PO Box 2310
Advance, NC 27006-2310

Office: 336-998-5757
Mobile: 336-926-1795
Fax: 336-998-5424
Email: peter@macworldtrade.com
Email: pmcd@yadtel.com

WANT TO PLACE
AN ORDER ?

There are 3 easy ways
to order samples

 By website

Log on to:
Tahoellc.com
New Website Coming Soon!

 By Phone

Just call and request the samples you need, and before you know it the samples will be at your door.

Tahoe Customer Service:
704-476-0120

 By E-Mail

To order by e-mail just e-mail below:

customerservice@tahoellc.com

If you need a tracking # for your shipment just call or e-mail Deb and she will get it for you right away!

Deb's direct line:

336-480-4814

Or
E-Mail at:
deb@macworldtrade.com

TAHOE FABRICS



RAP WITH YOUR REP This issues rep: **Susan Link**
A Question & Answer Section with your Tahoe Sales Representative



Q. What value does Tahoe LLC offer to me as a furniture manufacturer?

A. There are many benefits in purchasing contract upholstery fabrics from Tahoe, such as great patterns, delivery and price points, but one of the most important factors is your sales representative. As that person, I am your advocate. My commitment is to respond to you as immediately as possible, to creatively solve the needs you may have, and to suggest ways to increase your profitability. If I can make your job easier, then I know I am doing my job.



MEET YOUR CUSTOMER SERVICE TEAM

We're here for you! Call or e-mail us anytime!



My name is Melissa Sheppard

I am the customer service rep for Tahoe LLC. I have been with Tahoe since June 2005.

I have worked in customer service for almost 20 years. I love the textile industry because it is very fast paced. My personal hobbies include snow skiing and gardening.

My job duties are answering customer's phone calls, entering customer orders, tracking customer orders through our production system, allocating fabric to customer orders, and communicating with customers on a daily basis...



My name is Amy Blalock

I am a Customer Service Representative for Tahoe, LLC. I have been with Tahoe, LLC for approx. 9 months. I have been in the customer service industry for 16 years. I have been married for over 13 years and have 3 daughters. My hobbies include taking care of my family.

My job duties are answering customer's phone calls, entering customer orders, tracking customer orders through our production system, allocating fabric to customer orders, and communicating with customers on a daily basis...



My name is Deb Boyd

I am MacWorld Trade Group's Product Manager. I am the support to the Tahoe Contract fabric sales reps and you, the customer! I have been in customer service most of my life in one form or another.

My duties vary from working on this newsletter, and our weekly e-mail update the Tuesday Tickler to calling and updating customers. We work hard to keep you informed and never in the dark. That is why we continue our pledge to return every inquiry in less than 24hrs, and keep you informed about shipments, new products, industry news and anything else we can think of that will help you with your business. As always, **We're here for you!**

TAHOE OFFERS IN-HOUSE FINISHING *And what that means to you...*



How many times have you heard the phrase, "your fabric is at the finisher and it's up to them when they are going to ship it?" Have you wondered exactly what that really meant? Well, here is the little secret that explains it.

First of all, 'finishing' is an essential step in the manufacture of Contract Fabrics. Several things happen in 'finishing'; one step frames the fabric to ensure a straight pattern; another, scours, or washes the spinning oils off the fabric; and another heat-sets the fabric to aid in the stability and strength of the seaming; Also, during finishing, soil repellants are applied

to give your customer the fresh looking fabric that they expect for a long time. Lastly, a back-coat can now be applied which will be engineered to achieve the performance characteristics your customer demands. There are many performance characteristics such as, anti-microbial, enhanced soil repellence, moisture barriers or the all important flame retardance which is becoming more and more essential.

It is not uncommon that Contract Fabric mills outsource this 'finishing' process. It is a highly skilled process that is more art than science. Also, it requires significant capital investment, one which some mills are reluctant to make, or unable to make. Thus they put themselves at the mercy of, "...it's at the finisher".

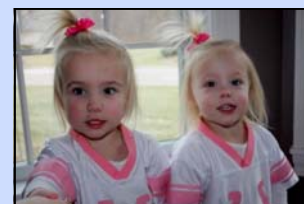
Tahoe recognized the importance of this vital step in the process. As a result, they have invested in one of the most technologically advanced finishing ranges available in the US today. This awesome tenter frame, with 'on-frame' coater is built by Mascoe, the world's leader in efficient, environmentally responsible finishing equipment.



Mascoe 5TC Coater

Installation and operation of this finishing range enables Tahoe to control every aspect of the manufacturing and quality assurance of it own

fabrics. Using outsourced finishing puts the final quality inspection in the hands of a third party, the finisher. Or, more correctly, you, the customer becomes the inspector! We find that scary and unacceptable, and so should you. Tahoe is now the final inspector and accepts the awesome responsibility that entails. This means a whopping 99.87% first quality yield on all our shipments to you. Plus, since we do our own finishing, we can assure you of on-time delivery. This has to help you with your commitments to your customers. Tahoe puts your satisfaction first!



KRISTINE'S GIRLS ARE GETTING SO BIG!

It has been an exciting time both around the office and at home. Caroline and Katherine are now 2 1/2 and they are very busy little girls. Whoever said that two minds are greater than one must have had twins! It is amazing to see how their brains work and to watch them work together to figure things out (read: get into trouble). There are no halos over these heads but they were definitely a gift from God. I can't figure out how we got so lucky. They have intense energy and emotions and they have distinct personalities. Even at two, they know how to push each other's buttons and ours too! To look at them is to see an amazing work in progress. It is nearly impossible to believe that just a short time ago, they were only 3 pounds and now they are healthy, funny, loving, vibrant people. So, while Alan and I are busy watching what we say and what we do, we are marveling at the gift that we were given and at the fact that we are the parents of these two amazing little girls. We continue to be blessed every day and we thank all of you for your support and prayers and for your continuing business. 2009 will bring many great things in all areas of our lives. We wish you all the best (and we are taking applications for babysitters.....or else I will have to start bringing the girls on sales calls!). Happy New Year!

